



ATLANTA CITY COUNCIL

55 TRINITY AVENUE, S.W.
SECOND FLOOR, WEST
ATLANTA, GEORGIA 30303
(404) 330-6041

September 9, 2004

The Honorable Lisa Borders
City of Atlanta
55 Trinity Avenue, SW
Atlanta, Georgia 30303

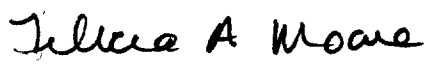
Dear Council President Borders:

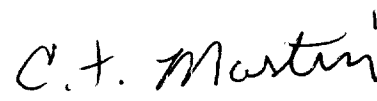
Please accept Mr. John Craft as our appointment to the City of Atlanta TelePAC Policy and Advisory Committee. With Mr. Craft's outstanding credentials we expect that he will serve the City of Atlanta well in this capacity.

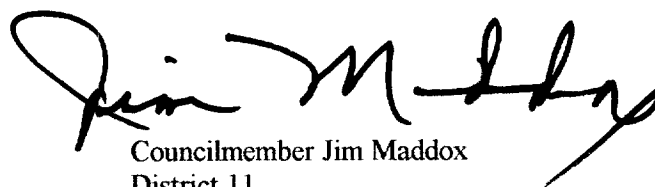
His credentials are attached for your review. Please feel free to follow-up with us should you require additional information.

Sincerely,


Councilmember H. Lamar Willis
Post 3 - At Large


Councilmember Felicia Moore
District 9


Councilmember C.T. Martin
District 10


Councilmember Jim Maddox
District 11


Councilmember Joyce Sheperd
District 12

Attachment

John A. Craft

820 Saint Charles Avenue NE
Atlanta, Georgia, 30306 USA
+1 404.909.2026
johnacraft@johnacraft.com

SUMMARY: A successful career in applying technology to achieve business goals and improve profitability. In demand by salespeople throughout my career for my ability to communicate technical issues in plain language (usually English, occasionally French). Significant experience working with and supporting Presidents and CEOs.

SKILLS –

- ✱ Contract Negotiation and Management
- ✱ Marketing Plan Development and Implementation
- ✱ Intellectual Property Management
- ✱ Database Design and Application Development
- ✱ Program Management

INDEPENDENT CONSULTANT

JULY 1998 TO PRESENT

As an independent consultant, I have worked on many different engagements. A partial summary includes:

VARIOUS CLIENTS - Web site design, management and hosting. Trademark application management and enforcement. Domain Name Disputes.

SUNTRUST BANK – I successfully defended a SunTrust client against an attempt at Domain Name expropriation by a French clothing designer.

RIO GRANDE RAILWAY PRESERVATION CORPORATION – this non-profit corporation took over operation of the Cumbres & Toltec Scenic Railroad, a National Historic Site and operating railroad museum jointly owned by the states of Colorado and New Mexico, in March 2000. At the time I was contracting with the "Friends of the C&TS," to redesign their web site. I was engaged to provide a web site for the museum operation as well as a computerized reservation system which is still in use. I also sourced the office computers, software, networking equipment; and a new telephone system for the main reservations office.

I was also instrumental in designing and implementing marketing strategy to grow revenue for the operation. In addition to overseeing a \$350,000 advertising budget, I led the introduction of new higher-margin products that have added significantly to the Corporation's bottom line – annual revenues grew 23% from 2000 to 2001 on a 12% increase in visitation, although tourism declined 10-15% in the Southwest.

Finally, I also served as the "press office," writing press releases and other documentation used in corporate communication, including lobbying state governments for appropriations.

As a result of my contributions to the success of the organization, in October 2000 I was asked to serve on the Board of Directors of RGRPC, and served until March 2002. I remain involved as an informal Board advisor and provider of services..

PRIVATE FOUNDATION – I modernized the IT infrastructure of a non-profit foundation in Atlanta, including implementing a hybrid wireless and wired LAN solution, and provide ongoing support.

WORLDPORT INC. – in July 1998 I left Equant (see next page) with a number of other executives to lead a shift in focus for this small Omaha-based public corporation. New investors lined up \$300 Million in financing to build a state-of-the-art Virtual Private Network of 12 DMS-GSP switches placed around the world. I led the network design team, interviewed and recommended key technical staff, and provided technical expertise to the legal team negotiating equipment contracts.

EQUANT / SITA – ATLANTA, GEORGIA (COT'D)

AUGUST 1993 TO JUNE 1998

AUGUST 1993 - DECEMBER 1994: Research Manager

Responsible for educating SITA on "voice culture," and defining the requirements for a new voice service platform.

- Participated in the preparation of the business plan for voice services. Provided the financial analysis of all alternatives. Contributed to the development of a Request for Proposal (RFP) leading to the choice of a VPN platform.
- Played an active role in the vendor evaluation and selection. Managed relations with the successful equipment vendor through Letter of Intent and contract negotiations.

BELL SOUTH TELECOMMUNICATIONS, INC. – BIRMINGHAM, ALABAMA

MARCH 1988 TO JULY 1993

MAY 1989 TO JULY 1993: Assistant Manager

Responsible for telephone traffic routing statewide, and for nationwide notification of Alabama changes to North American Numbering Plan. Directed the demand-&-capacity forecasting and efficient provisioning of the Montgomery, AL Local Access & Transport Area (LATA).

- Participated in the design and implementation of a consolidated Call Center for directory assistance and operator services, based on Nortel equipment.
- Increased efficiency of the existing Montgomery LATA network by 25%.
- Coordinated network rearrangements with ten other Local Exchange Carriers and numerous Interexchange Carriers. Planned network rearrangements in nine internal and eleven external switch conversions, including one access tandem switch.

MARCH 1988 TO MAY 1989: Assistant Manager

Responsible for cost control, project management, and installation engineering for digital transmission and network management equipment.

- Reduced engineering costs from 25% to 15% of total project costs.
- Developed installation methods for office synchronization equipment, optical transmission equipment, and digital testing equipment for the Signaling System 7 network.

EDUCATION: Bachelor of Mechanical Engineering, Auburn University, 1987.
Additional concentration in Economics.

PROFESSIONAL AFFILIATIONS: Registered Professional Engineer (Alabama), 1994.
Board of Directors, Rio Grande Railway Preservation Corp., Albuquerque,
NM 2000 - 2002

CIVIC AFFILIATIONS: Board of Directors, Virginia-Highland Civic Association, 2001-present.
Vice Chairman, Neighborhood Planning Unit F, City of Atlanta, 2003.
Board of Directors, H. Lamar Willis Scholarship Foundation, 2002-present.

EQUANT / SITA – ATLANTA, GEORGIA

AUGUST 1993 TO JUNE 1998

JANUARY TO JUNE 1998: Manager

Responsible for all service development for voice services, including network deployment, network and service management, operational readiness, and billing readiness. Accountable for a US\$ 20 Million budget.

- Charged with the 1998 deployment of managed voice-over-frame relay and voice-over-IP services to complement the existing circuit-switched voice services.

JUNE 1996 TO DECEMBER 1997: Manager

Responsible for an Engineering team of eighteen charged with performing network design and deployment, and pre-sales support. The result was the world's largest Virtual Private Network (VPN) platform, with service availability in over sixty countries, and its supporting network management infrastructure. Accountable for a budget of over US\$ 13 Million in 1997.

- Led the introduction of new VPN services worldwide including toll-free, calling-card, and conferencing services; and call center networking, consolidation and outsourcing, with expected revenues of \$27 Million in 1998 and \$61 Million in 1999.
- Managed contract and vendor relations with Nortel Europe S. A. account team, and Nortel plc (U. K.) project team, resulting in direct cost savings of \$3 Million in 1997.
- Performed technical analysis on a due-diligence team put together to review possible acquisitions.
- Led the development of custom management systems for the Global Voice Service, increasing the effectiveness of operations staff in the London supervision center.
- Led the design team for Japan Air Lines' pan-European call-center consolidation and provided call-center expertise to Emirates Airlines.
- Recruited and hired 12 new employees, and experienced only one staff departure.
- Assumed responsibility for, designed and implemented an overhaul of the Company's private telephony network of PABXs in 20+ countries. This change led to increased quality, cost savings of over US\$ 1 Million per year, and a "showcase network" used by the sales force to demonstrate the SITA Global Voice Service. This network is growing to over 35 PABXs and VPN connections to a North American interexchange carrier. I also developed a call-center strategy to improve SITA and EQUANT's customer support covering 32 help desks in as many countries.

JANUARY 1995 TO MAY 1996: Project Manager

Design Engineer responsible for deploying SITA's first two VPN nodes.

- Led the successful startup of the Global Voice Service VPN platform in only seven months from Letter of Intent to first customer connection.
- Supervised a "Service Integration" team of SITA and Nortel employees based in London which provided operational and implementation support for the first nine months of operations.
- Made regular presentations to customers and to the company sales force.

04-C-1766

(Do Not Write Above This Line)

A COMMUNICATION BY
COUNCILMEMBERS FELICIA
A. MOORE, COUNCIL
DISTRICT 9; C. T. MARTIN,
COUNCIL DISTRICT 10; JIM
MADDOX, COUNCIL DISTRICT
11; JOYCE M. SHEPERD,
COUNCIL DISTRICT 12 AND H.
LAMAR WILL, POST 3 AT-
LARGE:

APPOINTING MR. JOHN CRAFT
TO THE CITY OF ATLANTA'S
TELEPAC POLICY AND
ADVISORY COMMITTEE.

Filed w/o
objection
10/4/04
By Full Council

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☐ PERSONAL PAPER REFER

Date Referred
Referred To:
Date Referred
Referred To:
Date Referred
Referred To:
Date Referred
Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

FINAL COUNCIL ACTION

☐ 2nd

☐ 1st & 2nd

☐ 3rd

Readings

☐ Consent

☐ V Vote

☐ RC Vote

CERTIFIED

OCT 04 2004

ATLANTA CITY COUNCIL PRESIDENT

John Craft

MAYOR'S ACTION